

FILE

fashion calendar

1970

MARCH 9

30th year • issued weekly

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
S M T W T F S 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK BEGINNING MONDAY, MARCH 9, 1970

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday March 8-	FOOTWEAR FASHIONS	DESIGNER SHOE GUILD	HOTEL PLAZA 11TH FLOOR
March 11 9:00 A.M.- 6:00 P.M.	Fall-Winter footwear by: Dan Berk, Cardone and Baker, D'Antonio, Palter de Liso, David Evins, Delman, Erica, Newton Elkin, Howard Fox, John Jerro, Julianelli, Herbert Levine, Palizzio, Dominic Romano, Stanley Philipson, Wolsam Ltd., Zuckerman and Fox. Publicity: Billie Gould, 2 Tudor City Place, 869-1675.		
Sunday March 8-	SHOE SHOW	NATIONAL SHOE FAIR OF AMERICA	McALPIN; NEW YORKER; STATLER-HILTON HOTELS
March 11	Sponsored by: American Footwear Mfrs. Assn; National Shoe Retailers Assn; Volume Footwear Retailers of America; New England Footwear Assn. Contact: Edward Launzel, Hotel New Yorker, 8th Ave. & 34th St., 594-7606.		
Monday March 9 10:30 A.M. and 2:30 P.M.	"FALL OUTLOOK" Capezio's "Body Presentation" of shoes and things. For press and buyers. By invitation. (Repeat show: Tues., March 10, 10:30 A.M. & 2:30 P.M.) Contact: Ero Williams, JU. 6-2150.	CAPEZIO	1885 BROADWAY
Monday March 9 4:30 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: "REAL FURS FOR REAL MEN" Men's furs for the '70s--Mr. Fred's collection of coats, suits, parkas, vests. By invitation only. Publicity: Lisa Curtis, 684-7444 or 736-8516. (For Buyers: Hotel New Yorker, Room 1471, March 15-18)	MR. FRED FOR FUR & SPORT (224 W. 30TH ST.)	DELMONICO HOTEL NEWSSTAND RESTAURANT
Monday March 9- March 11	1970 BEAUTY SHOW Exhibit of new beauty products. Contact: Clifford Cothren, PL. 7-9050.	INTERNATIONAL BEAUTY SHOW(16 W. 46TH ST.)	N.Y. HILTON BALLROOM
Monday March 9- March 19	SHOWING OF IRISH READY-TO-WEAR Fall '70 fashions from Ireland by: The Automac Co., Basil Collins, Pat Crowley, Donegal Design, Emor Designs, Gailwear, Glenogue by Henry White, John Hagarty, David Henry, Jimmy Hourihan, David Kenna, Sheila Mullally, Pallas, Perry, Rose Slowey, Tailteann Textiles, Henry White. By appointment. Contact: Brigid Greene, 265-5230.	IRISH EXPORT BOARD (590 FIFTH AVENUE)	HOTEL WARWICK 6TH AVE. & 54TH ST.
Monday March 9- March 20	FALL KNITWEAR FROM ISRAEL Fall knitwear from Gabi Model, Derby Knitwear, Iris, Hadar Rosen, Meza, Judith Creations, Lartex, Beith Shemesh. Contact: Marshall Hilsberg, 594-5215.	AMERICAN TRADE AND DEVELOPMENT WITH ISRAEL	111 WEST 40TH STREET SHOWROOM - 22ND FLOOR
Beginning Monday March 9	FALL KNITWEAR COLLECTIONS Dresses, skirts, pants, suits by Guy LaRoche and Belfa, at continuous showings. Contact: Joanne Feldstein or Richard Farrell, 736-1501.	BELFA OF GENEVA	1407 BROADWAY SHOWROOM - 40TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 9	SPORTSWEAR COLLECTION At-home fashions and sportswear in imported Indian cotton prints--shirts, pants, skirts, midis. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Tuesday March 10 8:30 A.M. Breakfast	PREVIEW: FALL I COLLECTION By invitation. (Thereafter continuous in showroom, 35th floor) Contact: Laura Janiger, 564-7375.	EVAN-PICONE (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
March 10	10:30 A.M., CAPEZIO repeat show (see page 1)		
March 10	2:30 P.M., CAPEZIO repeat show (see page 1)		
Tuesday March 10 3:00 P.M.	PRESS SHOWING: COUTURE BOUTIQUE By invitation. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday March 10 5:00 P.M.- 7:30 P.M. Cocktails	PREVIEW: NEW WIG COLLECTION "Vanities of 1970"--wig collection by George Raphael, coordinated with ready-to-wear for the "total look". Show at 6:00. Coordinator: Dorothy Summin. By invitation. Contact: Bud Lish, LA. 4-1810.	GENERAL WIG MFRS. (55 WEST 39TH STREET)	HOTEL PIERRE ROOF
Tuesday March 10 6:30 P.M.- 8:00 P.M.	ART PREVIEW Preview of works from the Art Students League, selected by the faculty. By invitation only. Publicity: Rea Lubar, 279-0790.	B. ALTMAN & CO.	8TH FLOOR
Beginning Tuesday March 10	FALL ITALIAN KNIT COLLECTION Informal showings of Italian knit pantsuits and dresses, designed by Dorothy Arden. Contact: LW. 4-0220.	ARBE IMPORTS	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday March 10	OPENING OF FALL KNITWEAR Continuous showings of imported Fall knitwear. Contact: WI. 7-8130.	NANNETTE INTERNATIONAL	1410 BROADWAY SHOWROOM - 24TH FLOOR
Wednesday March 11 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "Spring Collection". Reservations (\$5.95): CI. 6-9171. Publicity: Ellen Perl, TE. 2-8212.	JEUNESSE (498 SEVENTH AVE.)	BARBETTA RESTAURANT 321 WEST 46TH STREET
March 11	2:30 P.M., ROAMAN'S, 1209 Chestnut St., Philadelphia, Spring Show (see p. 4)		
Wednesday March 11 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW: VALENTINO COLLECTION Showing of Valentino's Spring collection at cocktail reception. By invitation only. Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Thursday March 12 12:30 P.M. Luncheon	FASHION SHOW FOR ASPCA Spring fashions by: Cisa Knits, Wilson Folmar, Kasper for Joan Leslie, Vera Maxwell, Malcolm Starr by Elinor Simmons. (Saleable gift for ASPCA requested.) Reservations (\$6.00): PL. 9-7010. Fashion Coordinator: Mary Alice Rice, PL. 2-5726.	FIVE DESIGNERS	HOTEL PLAZA TERRACE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 12 4:30 P.M. Cocktails	SHOWING OF KNITTED FASHIONS Fashions for men, women, children in Fair-Tex Mills knitted fabrics of Enkalure nylon and Encron polyester by American Enka. <u>Show at 5:00.</u> By invitation. Publicity (Fair-Tex): Betty Yarmon, OX. 5-4150; (American Enka): Audrey Albert, James F. Fox, 500 Fifth Avenue, LA. 4-1180.	FAIR-TEX MILLS (1410 BROADWAY)	ST. REGIS ROOF
Thursday March 12- May 10	OPENING OF ART EXHIBIT "Hector Guimard: 1867-1942"--first comprehensive survey of France's Art Nouveau architect and designer, including furniture, design objects, textiles, graphics, industrial design, architecture. (Press Day: Wed., March 11, 11:00 A.M. - 4:00 P.M.) Admission: \$1.50, adults; \$.75, children, free on Monday. Hours: <u>Mon.</u> , 2:00 - 9:00; <u>Tues.</u> , <u>Wed.</u> , <u>Fri.</u> , <u>Sat.</u> , 11:00 - 6:00; <u>Thurs.</u> , 11:00 - 9:00; <u>Sun.</u> , 12:00 - 6:00. Publicity: Elizabeth Shaw, 956-7504.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET 1ST FLOOR
Friday March 13 9:00 A.M. Breakfast	PRESS PREVIEW: SPRING MENSWEAR International menswear for Spring by Valentino, Mr. Fish, and from The Tomorrow Shop. <u>Show at 9:45.</u> By invitation. Public Relations: Serge Obolensky Associates, 1010 Third Avenue, 421-8266.	ALEXANDER'S	EXECUTIVE OFFICE 3RD FLOOR
Sunday March 15- March 18	23RD NATIONAL LUGGAGE SHOW Hours: 9:30 A.M. - 6:00 P.M. Contact: Jack Citronbaum, 532-3960.	LUGGAGE AND LEATHER GOODS ASSN(220 FIFTH AVE.)	N.Y. HILTON 2ND FLOOR
Sunday March 15- March 18	PHILADELPHIA GIFT SHOW Contact: Maxine or Bob Carman, MU. 9-7147.	LITTLE BROTHERS SHOWS (220 FIFTH AVENUE)	BEN FRANKLIN HOTEL PHILADELPHIA, PA.
Sunday March 15- March 18	MENSWEAR SHOW WEEK "Direction Fall '70"--musical fashion show sponsored by Du Pont: <u>Sun.</u> , March 15, 6:00 P.M. (cocktails); <u>Mon.</u> , March 16, 8:00 A.M. (breakfast); 12:00 Noon (luncheon); <u>Tues.</u> , March 17, 8:00 A.M. (breakfast); 12:00 Noon (luncheon); 6:00 P.M. (cocktails); <u>Wed.</u> , March 18, 8:00 A.M. (breakfast). Prices: \$10.00 (cocktail, breakfast shows); \$15.00 (luncheon shows). Contact: Seymour Schimel, NAMS, 185 Madison Avenue, MU. 9-7420.	NATIONAL ASSN OF MENS SPORTSWEAR BUYERS	HOTEL NEW YORKER 8TH AVE. & 34TH ST.
Sunday March 15- March 18	MENSWEAR FROM BRITAIN Menswear by: Anthony Rome, Astraka, Atkinson Rhodes, Baracuta, Ben Sherman, Bodner Elem, J.E. Carr Sportswear, Cecil Gee, John Comfort, John Wesley Harding, Daylin, Dhobi Weatherlux, D.P.T. Wear, Famox, Fox, S. Gore, Grafton, Hatton Chain, Justman, Lotus, Lybro, Maple, Mr. Harry, Multiwear, Sabre, Scott Lester, S. Sinclair, Sindall, Simon Sloan, Solid Gold, Swallow. By appointment. Contact: Julian Clifford, 563-1000 Ext. 1245; or Bill Weston, PL. 2-8400.	CLOTHING EXPORT COUNCIL	NEW YORKER HOTEL 8TH AVE. & 34TH ST.
Sunday March 15- March 18	9TH SCANDINAVIAN FASHION WEEK, BELLA CENTER, COPENHAGEN. Fall-Winter ready-to-wear from Denmark, Finland, Norway, Sweden, 9:00 - 6:00 daily. Contact: Secretariat, Scandinavian Fashion Week, 115 Vester Voldgade, 1552 Copenhagen V, Denmark; or Colvin, Kaplan, Ross, 22 West 48th Street, CI. 7-3300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
March 15- March 18	IGEDO, Fashion Fair in Dusseldorf, Germany. Contact: Internationale Modemesse GmbH, 28 Freiligrathstrasse, 4 Dusseldorf, Germany		
Sunday March 15- March 19	IMPORTED MENSWEAR Men's slacks and suits from France. By appointment. Contact: Joseph Kahoon or Jean-Paul Germain, 239-8150.	S.A.M. INTERNATIONAL (MENS DIVISION)	HOTEL NEW YORKER ROOM 1486
March 15- Sept. 13	EXPO '70 OPENING IN OSAKA, JAPAN. Theme: "Progress and Harmony for Mankind". Contact: 661-0550.		
Monday March 16 9:45 A.M.	PRESS PREVIEW: IMPORT COLLECTION Spring-Summer Paris, Rome, Madrid couture fashions and line-for-line copies. <u>Invitations will be issued.</u> (Also showing: Thurs., March 19, 1:00 P.M., by invitation; 6:00 P.M., open to public.) Press contact: Mark Klauser, OX. 5-4000 Ext. 208.	OHRBACH'S	18 WEST 35TH STREET 5TH FLOOR
Monday March 16 12:30 P.M.- 3:30 P.M.	CUSTOMER SHOWINGS Informal modeling of Evelyn Roaman collection for Spring. (Wed., March 11, 2:30 P.M., formal showing, commentary by Evelyn Roaman, 1209 Chestnut St., Philadelphia; Wed., March 18, 12:30 - 3:30 P.M., informal modeling, 40 Winter St., Boston.) Contact: Mariette Schumacher, 679-8600.	ROAMAN'S	20 WEST 39TH STREET
Monday March 16 4:00 P.M.	ITALIAN KNITS FOR FALL Mrs. Donna Birenbaum, president, will present Italian knitwear for Fall. By invitation only. Publicity: Ruth Hammer Associates, 246-4818.	CISA; CISANELLA	1410 BROADWAY SHOWROOM - 26TH FLOOR
Monday March 16 7:00 P.M. Dinner	SHOWING OF SECOND MAIELLO BOUTIQUE Second Michael Maiello boutique collection of men's rainwear and sports-wear. For press and retailers. Contact (retailers): Weathercraft, 524-5855; (press): Toni Worley, 971-4780.	WEATHERCRAFT	HOTEL GOTHAM PALACE BALLROOM
Beginning Monday March 16	EARLY FALL COLLECTION Continuous showings. Contact: 736-5282.	ADDENDA BY PATTI CAPPALLI	1407 BROADWAY SHOWROOM - 9TH FLOOR
March 17	ST. PATRICKS DAY (Tuesday)		
Cancelled March 17	PRESS PREVIEW OF CACHAREL COLLECTION FOR MALLORY, ORIGINALLY SCHEDULED FOR TUES., MARCH 17, 10:00 A.M., HAS BEEN CANCELLED		
Tuesday March 17 4:00 P.M.	PRESS PREVIEW: FALL MENSWEAR By invitation only. Contact: Helen Berkowitz or Andrea Peterson, 563-4920.	JOHN WEITZ (40 W. 55TH ST.)	HOTEL GOTHAM BALLROOM
Wednesday March 18 9:00 A.M. and 12:00 Noon	IMPORT COLLECTION AT TWO SHOWINGS Import collection at breakfast and luncheon. Co-chmn: Edith Raymond Locke, fashion editor, <u>Mademoiselle</u> ; Francine Farkas (commentator), fashion director, Alexander's. Prices (breakfast): \$10.00, members; \$20.00, guests; (luncheon) \$15.00, members; \$25.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 18 11:30 A.M. Luncheon	PLASTICS LUNCHEON "The Plastics Fantastic". Speakers: J. Allen Montei, Design Director, Formica Corp.; George M. Beylerian, President, Beylerian Ltd. Cocktails: 11:30; Program: 12:15; Luncheon: 1:00. By reservation. Prices: \$12.00, members; \$14.00, guests. Contact: Mavis Harcourt, TE. 8-5133.	NATIONAL HOME FASHIONS LEAGUE(767 LEX. AVE.)	N.Y. HILTON TRIANON BALLROOM
March 18	12:30 P.M., ROAMAN'S, 40 Winter St., Boston, Spring Show (see page 4)		
Wednesday March 18 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "Spring Fur Collection". Reservations (\$5.95): CI. 6-9171. Publicity: Ellen Perl, TE. 2-8212.	BEN KAHN; BOUTIQUE BEN KAHN	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday March 18 3:00 P.M.	MENSWEAR SHOWING Show at 3:30 P.M. (Note Changes of Time & Date) Contact: Clint Wade, BO. 9-6863.	ALLEN CASE	UPSTAIRS AT THE DOWNSTAIRS 37 WEST 56TH STREET By invitation only.
Wednesday March 18 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW: NEW DEPARTMENT Preview of new educational department in Boys & Girls Dept. By invitation only. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	BOYS & GIRLS DEPT. 6TH FLOOR
Wednesday March 18 4:30 P.M.	FALL FABRICS IN FASHION SHOW Fall fabrics will be shown in fashions designed by American boutique designers. By invitation only. Contact: Lucie Davis, OX. 5-1445.	ALAMAC KNITTING (SUB. WEST POINT PEPPERELL)	HOTEL PIERRE BALLROOM
Wednesday March 18 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW: MENSWEAR SHOW Mr. I. Howard of Brookdale is host to the press for a preview of the Philippe Venet collection of suits, coats, casual wear, at-home wear. By invitation only. Sales Promotion: Charles Fournier, UN. 1-3154. Publicity: Ruth Hammer Associates, 246-4818.	PHILIPPE VENET FOR BROOKDALE	HOTEL PLAZA WHITE & GOLD SUITE
Thursday March 19 12:15 P.M. Luncheon	FASHIONS AND FABRICS IN QIANA First New York showing of French couture Spring fashions and U.S. Fall fabrics in Qiana nylon. Press luncheon: 12:15 P.M., show: 1:15 P.M. By invitation. (Repeat Show for Trade: 4:00 P.M., by invitation.) Press contact: Hal Pritchard, 971-4627; Trade contact: I.J. Kappes, 971-4858.	DU PONT COMPANY (350 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday March 19 1:00 P.M.& 6:00 P.M.	TWO SHOWINGS OF IMPORT COLLECTION Spring-Summer European couture fashions and line-for-line copies. By invitation. Open to public at 6:00. Press contact: Mark Klauser, OX. 5-4000 Ext. 208.	OHRBACH'S	5 WEST 34TH STREET 5TH FLOOR
Thursday March 19 4:00 P.M. Champagne	SHOWING OF FALL MENSWEAR Suits, sportswear, leather for Fall. Show at 4:30. By invitation only. Commentator: Robert L. Green. Contact: 675-5420.	FRANKLIN BOBER (130 FIFTH AVENUE)	FOUR SEASONS 99 EAST 52ND STREET For press and buyers.
March 19	4:00 P.M., DU PONT TRADE SHOW (see above)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 23 11:00 A.M. and 3:00 P.M.	INTERNATIONAL SPRING FASHION SHOWINGS International fashion shows for benefit NYC Division American Cancer Society. Hon. Chmn: Duchess of Windsor. Chmn: Mrs. Edward F. Hutton and Mrs. Edwin I. Hilson. Price: \$10.00 each. By invitation. Commentator: Francine Farkas, Fashion Director, Alexander's. Public Relations and Publicity: Alexandre Tarsaidze, Serge Obolensky Associates, 421-8266.	ALEXANDER'S	LEX. AVE. & 58TH ST. 3RD FLOOR
Tuesday March 24 2:00 P.M.	OPENING: EARLY FALL COLLECTION Also March 26, 31 at 2:00. (Note Change of Date) By appointment. Contact: Miss Pat, 695-5100.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Beginning Tuesday March 24	OPENING OF NEW KNIT DIVISION First knit collection by Eleanor Brenner. (Note Change of Date) Continuous by appointment. Contact: Ruth Shiller or Norma Wilk, 947-9677.	BRENNER COUTURE KNITS	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday March 25 11:30 A.M.	CUSTOMER SHOWING Showing of Spring-Summer collection by Kasper for Joan Leslie. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF 5TH FLOOR
Wednesday March 25 4:30 P.M. Champagne	"COLLECTION DE PRINTEMPS 1970" Presentation of Spring hair fashions at 5:00. By invitation. Contact: UN. 1-0700. Publicity: Muriel Durand, 355-6744.	MONSIEUR MARC	22 EAST 65TH STREET 2ND FLOOR
Thursday March 26 12:00 Noon Luncheon	ISRAELI BENEFIT FASHION SHOW Celebrities will model fashions from Israel. Accessories: Best & Co. Fashion Coordinator: Vera Bacal. Commentator: Wyatt Cooper. Hon. Chmn: Pauline Trigere. Show at 2:00. Reservations: minimum purchase \$500 Israel bond and \$6.50 for luncheon. Contact: 215 Park Avenue South, 677-9650 Ext. 361.	ISRAEL BONDS- N.Y. WOMENS DIV.	HOTEL AMERICANA IMPERIAL BALLROOM
March 26	2:00 P.M., ORIGINALA, 512 Seventh Avenue, 43rd floor, 695-5100		

EASTER SUNDAY FASHION SHOWINGS IN NEW YORK CITY

Sunday March 29 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Show at 2:00 P.M. in Terrace Room; 2:45 P.M. in Persian Room. Price: \$12.50. Reservations: Banquet Dept., PL. 9-7010. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	MALCOLM STARR; J.G. COUTURE	HOTEL PLAZA TERRACE; PERSIAN ROOMS
Sunday March 29 1:00 P.M. Dinner	EASTER SUNDAY FASHION SHOW "Straw Hat Time at the Waldorf". Millinery: Cesar Rubio. Furs: Reiss & Fabrizio. Fragrance: Faberge. Fashions by leading designers; also a group in Trevira. Dinner, 1:00 - 9:00 (\$10.00); children under 10 years, free. Reservations: 355-3000. Show at 2:00. Fashion Show Director: Mia Grau, PL. 5-1127.	VARIOUS MANUFACTURERS	WALDORF-ASTORIA PEACOCK ALLEY

(continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER SUNDAY FASHION SHOWS IN NEW YORK CITY (cont. from page 6)</u>			
Sunday March 29 1:00 P.M. Dinner	EASTER FASHION SHOWING Furs: Ben Kahn. Dinner, 1:00 - 6:00 P.M. Show at 3:00 P.M. (For other details, see page 6, Peacock Alley show) Fashion Show Director: Mia Grau, PL. 5-1127.	VARIOUS MANUFACTURERS	WALDORF-ASTORIA EMPIRE ROOM
Sunday March 29 1:00 P.M. Luncheon	EASTER SEAL BENEFIT Summer collection by Michael Dayan for Tapemeasure at Easter Sunday luncheon. By reservation. Price: \$22.50. Contact: Jeanette Fritchie, 156 East 52nd Street, 688-4886.	TAPEMEASURE; SUNSHINE BISCUITS	HOTEL PLAZA BAROQUE; BALLROOM
Tuesday March 31 5:30 P.M.- 8:00 P.M.	PREVIEW: NEW ANTIQUES SHOP Opening of Mallett of London antiques shop. <u>Invitations will be issued.</u> Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Beginning Wednesday April 1	OPENING OF FALL COLLECTION Continuous showings. Contact: Joann Olson, LW. 4-4197.	GREGG DRADDY	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday April 2 11:00 A.M.& 3:00 P.M.	SHOWING OF FALL KNITWEAR Ready-to-wear knits and accessories. <u>Second show at 3:00.</u> By invitation. Contact: Libby King, 535-3542.	HALSTON INTERNATIONAL	33 EAST 68TH STREET SHOWROOM - 3RD FLOOR
Saturday April 4- April 12	14TH ANNUAL AUTO SHOW Over 600 cars will be on display, including new subcompacts and luxury cars. (Second annual International Symposium on the Automobile, sponsored by Society of Automotive Engineers, Wed., April 8, Park-Sheraton Hotel; Speaker: Lord Donald Stokes, board chairman, British Leyland Motors.) Public Relations: Gene Graf, 331 Madison Avenue, MU. 2-4802.	INTERNATIONAL AUTOMOBILE SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
Sunday April 5- April 8	FALL MARKET WEEK Over 300 boys' and young men's manufacturers will exhibit Fall lines on the 5th-11th floors; and 200 manufacturers will show in special "Children's World" on the 12th floor. Contact: Robert Gur-Arie, 594-5130.	BAMA (10 W. 33RD ST.)	HOTEL NEW YORKER 8TH AVE. & 34TH ST.
April 5- April 9	21ST FASHION WEEK IN MUNICH. Contact: Gerald Kallman Associates, 30 Journal Square, Jersey City, N.J., 201-653-3304.		
Beginning Monday April 6	SHOWING OF FALL KNIT COLLECTION "The Look of First Fall". Continuous showings of knitwear by Stan Herman. Conaact: 524-3813.	MR. MORT BY STAN HERMAN	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday April 6	EARLY FALL COLLECTION Continuous showings. Contact: CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

DATEWHAT'S GOING ONGIVEN BYWHERE

Monday	40TH READY-TO-WEAR	CENTRO DI FIRENZE	PITTI PALACE
April 6-	SHOWINGS IN ITALY	PER LA MODA ITALIANA	FLORENCE, ITALY
April 10	<u>Mon., April 6:</u>	4:30 P.M. Opening ceremony	
		5:30 P.M. <u>Furs</u> by: Le Gardien, Roberto Cavalli, Lesy, Aldo Prisco, Gianni de Rossi, Italbrit, Soldano, Zanichelli, Assunta, Pellegrini, Parodi, Fendi, Melloni	
		9:30 P.M. <u>Menswear</u> by: Max Vita, Corsini, Barbaro, Rosati, Nativo, Mimmo Siviglia, Tommy Caraceni, Valentini, Baratta, Litrico, Datti-Rocchi Linea, Ken Scott	
	<u>Tues., April 7:</u>	10:00 A.M. <u>Leather</u> by: Montedoro, Ferragamo, Trel, Pi-Cri, Avolio, Garbell, Glans, Daniele, Bertoli, Gibo, Krizia, Puccetti, Lux Sport, Litrico, Wanda Roveda	
		3:30 P.M. <u>Boutique</u> by: Kinki Shop Diffusion, Misterfox, Paola Signorini, M. Lante Della Rovere, Eguzquiza, Nucci d'Angio, Billy Ballo, Tendresse, La Mendola, Caumont, Valditevere, Livio de Simone	
	<u>Wed., April 8:</u>	3:30 P.M. <u>Ready-to-wear</u> by: Enzo, Faraoni, Fabiani, Fontana Sisters, Gregoriana, Heinz Riva, Lancetti, Mila Schoen, Ognibene-Zendman, Sarli, Antonelli, Schubert, Titti Brugnoli, Tita Rossi, Tiziani, Zanolli, Andre Laug, Balestra, Baratta, Barocco, Carosa, Centinaro	
	<u>Thurs., April 9:</u>	10:00 A.M. <u>Knitwear</u> by: Ken Scott, Lancetti, Maljana, Gibi Missoni, Albertina, Celli, Bonard, Mirsa, Trico, Naka, Ilaria Gentucca, Noni Sport, Nardini, Ferrero, Laura Aponte, Avagolf	
	Contact: Centro di Firenze per la Moda Italiana, Viale Gramsci, 9/A, 50121 Florence, Italy.		

Monday	FALL READY-TO-WEAR	STRELITZ	ST. MORITZ HOTEL
April 6-	FROM IRELAND		PRIVATE SUITE
May 1	By appointment. Publicity: Ruth Hammer Associates, 246-4818.		
Tuesday	OPENING OF FALL	SEYMOUR FOX	512 SEVENTH AVENUE
April 7	CAPSULE COLLECTION		SHOWROOM - 22ND FLOOR
11:00 A.M.	By invitation. Thereafter by appointment. Contact: LO. 4-3246.		
Tuesday	3RD INTERNATIONAL	INTIMEX '70	HOTEL AMERICANA
April 7-	LINGERIE EXHIBITION		ALBERT HALL
April 9	Sponsors: Allied Underwear Assn., Associated Corset and Brassiere Mfrs., Corset and Brassiere Assn of America, Lingerie Industry Council, Lingerie Mfrs. Assn., Negligee Mfrs. Assn. <u>Work Session: Tues., April 7, 9:00 - 11:00</u> , "The Swinging, Surging '70s", speakers: Arthur Garson, The Lovable Co.; Donald Lewis, Nan Flower Lingerie; Wayne Marquesen, Hollywood Vassar-ette; John Moriarty, Warner's; Anthony Ritter, The Barbizon Corp. <u>Orien-tation Seminar: "Introduction to Electronic Data Processing for Makers of Intimate Apparel"</u> , Wed., April 8, Thurs., April 9, 9:00 - 11:00, speaker: Neal Hochman, Chevette. Fashion Show for benefit FIT Educational Foun-dation, Wed., April 8, 6:00 P.M. Tickets: \$10.00 each. Contact: Millet Marketing Services, 30 East 60th Street, 755-7797.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 7- April 10	FASHIONS FROM VIENNA Fall '70 ready-to-wear, sportswear, active sportswear, skiwear, après-skiwear, loungewear, menswear, accessories from Vienna. By invitation. Publicity: Ruth Hammer Associates, 246-4818.	AUSTRIAN TRADE DELEGATE (845 THIRD AVENUE)	HOTEL PLAZA PRIVATE SUITE
Wednesday April 8 8:30 A.M. Coffee	PRESENTATION: FASHION TRENDS Show at 9:00. By invitation only. For press, retailers, manufacturers. Contact: Chip Tolbert, PL. 9-3232.	ESQUIRE (488 MADISON AVE.)	AMERICANA HOTEL GEORGIAN ROOM
Wednesday April 8 4:00 P.M.- 6:00 P.M.	AWARD PRESENTATION AND RECEPTION Presentation of 1970 Cotton Award and showing of award winner's cotton fashions. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL	RAFFLES 5TH AVE. & 59TH ST.
April 11- April 16	PRET-A-PORTER (ready-to-wear) in Paris, Parc des Expositions, Porte de Versailles. Contact: 69, rue de Richelieu, Paris II.		
Tuesday April 14- April 17	CANADIAN READY-TO-WEAR Showing of coats, suits, dresses, sportswear, rainwear, knits, skiwear, sport coats (leather, suede, fake fur). By appointment. Contact: Don Russell, 586-2400.	CANADIAN DEPT. TRADE, INDUSTRY, COMMERCE	HOTEL McALPIN 7TH FLOOR
April 15- April 19	FRANKFURT FUR FAIR. Contact: Frankfurter Ranchwarend-Messe GmbH, Bettinaplatz 1, 6 Frankfurt/M 7, Germany		
April 18- April 23	1970 SKI SHOW, STATLER-HILTON HOTEL. Contact: Ralph des Roches, Ski Industries America, 432 Park Avenue South, 689-1266.		
April 21	PASSOVER (April 21-28) Begins at sundown, Monday, April 20		
Thursday April 23- May 1	SHOWINGS OF FRENCH READY-TO-WEAR Sportswear, dresses, coats, suits, rainwear by members of Fédération Française des Industries du Vetement. By appointment. Publicity: Ruth Hammer Associates, 246-4818.	27 FRENCH MFRS. OF PRET-A-PORTER	N.Y. HILTON PRIVATE SUITES
Tuesday April 28 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Doug Sylvia, OX. 5-2900.	STJ BY MARSHALL KLUGMAN	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday April 30 10:30 A.M.	PREVIEW OF FALL COLLECTION Preview of Bonnie Cashin's Fall collection for Philip Sills. By invitation. By appointment, beginning Monday, May 4. Contact: Arthur Sheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 246-4818.	PHILIP SILLS; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday April 30 12:30 P.M. Luncheon	52ND ANNUAL LUNCHEON SHOW Presentation of new fashion concepts in knitwear and swimwear sponsored by: Allied Chemical, American Cyanamid, American Enka, American Wool Council, Bancroft, Celanese, Dow Badische, Du Pont, Eastman Chemical, American Viscose, Hyston, Malina, Monsanto, National Cotton Council, Phillips, Wool Bureau. Fashion Show Director: Mia Grau, PL. 5-1127. Price: \$15.00. Press by ticket only. Contact: Edward Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSN	WALDORF-ASTORIA GRAND BALLROOM

1971

JANUARY

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31